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ISBN	981-13-9542-X
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (xvi, 301 pages) : illustrations (some color), charts
Collana	Springer Series in Fashion Business, , 2366-8776
Disciplina	658.8
Soggetti	Fashion merchandising Clothing and dress on television Clothing and dress in motion pictures Consumer behavior
Lingua di pubblicazione	Inglese
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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	1. An Introductory Viewpoint to Fashion and Film -- 2. Cinema Films Influencing Fashion -- 3. Fashion and fashion advertisement in TV – Study Germany -- 4. Fashion Product Placement in International TV Series -- 5. YouTube Fashion Videos -- 6. Instagram Fashion Videos -- 7. Self-referencing Fashion Brand Films -- 8. Music Videos and Fashion Business– Hip-hop study -- 9. Fashion Show Films -- 10. Event Films Influencing Fashion -- 11. Product Presentation with Moving Images in Fashion E-Commerce -- 12. Product Presentation with Moving Images in Fashion E-Commerce -- 13. Analysis of motion pictures in fashion stores in Stuttgart -- 14. The Future of Fashion Films in Augmented Reality and Virtual Reality.
Sommario/riassunto	This book aims to explore various aspects of the use of moving images in fashion retail and fashion apparel companies in-store or online. The use of moving images is growing in numbers and in relevance for consumers. Films can be used in various forms by fashion businesses in traditional media like cinema or TV and in modern forms like in social media or moving images in high street stores. The book provides a data-oriented analysis of the state-of-the-art with certain future outlooks. Additional areas of covering fashion in moving images, such

as 'fashion company identity films' or 'fashion and music videos' are covered in order to get a more complete analysis from a consumer influenced perspective. Peter Bug is a professor of Fashion Marketing at Reutlingen University in Germany since 2000 and founding dean of the B.Sc. program International Fashion Retail since 2010. 2005 he lectured the Marketing and Marketing Research courses as full professor for one semester at the College of Business at Valparaiso University, IN, USA. Before his university time he worked as sales forecasting consultant for numerous mainly European-based fashion and textiles companies like adidas France and adidas Headquarters, Germany. He gained additional consultancy and teaching experience outside Europe in USA, China, Peru, and Morocco.
